

Peel Cricket Association Strategic Plan 2023-2025



Our Vision

Empowering and fostering a vibrant and inclusive cricket community, where players of all ages and skill levels come together to embrace the joy of the game.

Our Values

The values that guide the Peel Cricket Association are:

Uniting Cricketers

- We aspire to bring together cricket enthusiasts from diverse backgrounds and cultures, forging strong bonds within the cricketing community.

Community Engagement

- Peel Cricket Association seeks to be an integral part of the broader community. We actively engage with local schools, clubs, and organizations to promote cricket as a valuable sport, fostering a sense of pride and ownership among residents of the Peel and Rockingham region.

Sustainable Growth

- Our vision extends beyond the present, as we aim to build a sustainable cricketing legacy for future generations. By investing in infrastructure, facilities, and resources, we ensure that the sport continues to thrive and evolve within the Peel and Rockingham community for years to come.

Respect

- Upholding the spirit of fair play and sportsmanship is paramount. We encourage all participants to compete with integrity, respect their opponents, and uphold the values of cricket as a game of skill, discipline, and mutual respect.

Our Strategic Priorities

Participation - Support the sustainable growth of the game

- Attract and retain players, coaches, umpires and volunteers with club and volunteer support
- Develop and support new formats and trends to engage the whole community
- Invite and support new clubs to become part of the association

Governance - Support the development of strong governance models

- Review and update the association constitution to meet the needs of the membership in line with current legislation
- Develop and/or maintain affiliations with WACCB, CricketWest, WA Cricket, Cricket Australia
- Develop and support a respectful, collaborative association that promotes a positive organisational culture

Profile - Increase the profile of the association and cricket in the region

- Develop and maintain an informative and functioning website to be the go to source of information for the association
- Develop / maintain a strong and positive digital media presence
- Create greater opportunities to generate income through an increased profile across the region

Pathways - Support and develop clear pathways for all to participate

- Grow and support opportunities for more females to participate in the game
- Support opportunities for Peel based players to benefit from the WA Country Cricket Pathway
- Develop opportunities for metropolitan based players to participate in representative cricket matches

Facilities - Support the continued development and maintenance of facilities

- Build and maintain positive partnerships with our local government authorities to continue to provide the best possible facilities for participation
- Work with key stakeholders to develop a plan to provide more venues capable of night cricket, in particular at hard wicket venues
- Create a fundraising platform to raise funds for lighting and/or other facility requirements